

## CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

1. A method of capturing dialog on a computer network, said method comprising:

based on an initial access request to a first network node, establishing contact with an intermediary node so that a subsequent dialog is directed through said intermediary node by causing a request inbound to said first network node to be directed to said intermediary node and causing a response outbound from said first network node that responds to said request to be directed to said intermediary node.

2. The method of claim 1, wherein a plurality of requests inbound to said first network and a plurality of responding outbound responds are directed to said intermediary node, thereby capturing substantially an entirety of a dialog with said network node.

3. The method of claim 1, wherein said inbound request and said outbound response are directed to said intermediary node by causing a network address of

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said intermediary node to be added to said inbound request and to said outbound response.

4. The method of claim 2, further comprising:

in said intermediary node, modifying a content of at least one of said inbound requests and said outbound responses.

5. The method of claim 4, wherein said modifying said content comprises adding said network address of said intermediary node so that said dialog continues to be directed to said intermediary address.

6. The method of claim 5, wherein said modifying said content comprises adding said network address of said intermediary node to an inbound request and an outbound response related to a second node in said network, thereby causing a dialog with said second node to be directed through said intermediary node.

7. The method of claim 1, further comprising at least one of:

filtering a content of said dialog;

logging said dialog by storing predetermined data related to said dialog in a memory;

analyzing the data in said logging of said dialog;

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displaying at least a portion of said dialog; and  
formatting information in said dialog for at least one of logging and  
displaying said information.

8. The method of claim 4, wherein:

said first network node comprises a web server;  
said intermediary node comprises a proxy/surrogate server;  
said initial access request and said inbound requests originate from a user's  
browser and said outbound responses are sent to said user's browser; and  
said proxy/surrogate server causes said dialog to be directed through said  
proxy/surrogate server by adding an address information of said proxy/surrogate  
server to contents of said dialog.

9. The method of claim 8, wherein the direction of dialog traffic through said  
proxy/surrogate server continues automatically until terminated by said user by  
making a URL selection that has not been modified for said direction through said  
proxy/surrogate server.

10. The method of claim 8, further comprising:

adding said address information of said proxy/surrogate server to requests  
from said user's browser to other web servers and to responses therefrom, thereby  
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allowing said proxy/surrogate server to capture a dialog between said user's browser and said other web servers.

11. The method of claim 8, further comprising at least one of:

filtering said inbound requests;

filtering said outbound responses;

logging said dialog by storing, in a memory, predetermined data related to at least one of said inbound requests and said outbound responses;

analyzing the data in said logging of said dialog;

displaying at least a portion of said dialog; and

formatting information in said dialog for at least one of logging and displaying said information.

forwarding a user's inbound request to an appropriate web server;

modifying an outbound response before passing it to a user; and

using said modifying an outbound request to conduct an interview with a user.

12. The method of claim 11, further comprising:

analyzing said dialog to measure at least one parameter related to said dialog.

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13. The method of claim 12, wherein said parameter relates to an effectiveness of said web server.

14. The method of claim 8, wherein at least a portion of said dialog interfaces with a natural language processing module to allow a context of said dialog to be determined.

15. The method of claim 4, wherein said modifying allows an interview with a user using said browser to be dynamically conducted.

16. An apparatus for capturing a dialog with a web server, comprising:

a receiver to receive a request from said web server to capture a dialog originating from a browser that submits an initial access request to said web server; and

a modification module to modify a content of an information stream to and from said browser so that a request from said browser and a response to said request returning to said browser are directed by way of said apparatus.

17. The apparatus of claim 16, wherein a plurality of requests inbound to said first network and a plurality of responding outbound responds are directed to said

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intermediary node, thereby capturing substantially an entirety of a dialog with said network node.

18. The apparatus of claim 16, further comprising at least one of:

an access to a memory device to record said dialog;

an access to a display device to display said dialog; and

a formatter to format information of said dialog for at least one of said memory device and said display device.

19. The apparatus of claim 16, further comprising at least one of:

an inbound request filtering module to filter requests received from said browser;

an inbound modification module to modify said inbound requests from said browser;

an outbound response filtering module to filter responses being sent back to said browser; and

an outbound modification module to modify said responses being sent back to said browser.

20. A method of measuring an effectiveness of a web site, said method comprising:

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receiving, from a browser, an initial access request to said web site; and  
capturing a dialog based on said initial access request, wherein said  
capturing comprises capturing information for:  
inbound requests from said browser; and  
outbound responses to said browser, sent in response to said  
inbound requests.

21. The method of claim 20, wherein said initial access request causes said  
inbound requests and said outbound requests to be directed through an  
intermediary.

22. The method of claim 21, wherein, upon receipt, said intermediary modifies  
said inbound requests and said outbound requests in a manner to cause a response  
thereto to be sent to said intermediary.

23. The method of claim 20, further comprising:  
dynamically conducting an interview with a user of said browser while  
said dialog is still in progress.

24. A method of improving an effectiveness of a web site, said method  
comprising:

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receiving, from a browser, an initial access request to said web site;  
capturing a dialog based on said initial access request, wherein said capturing comprises capturing information for:  
inbound requests from said browser; and  
outbound responses to said browser, sent in response to said inbound requests;  
analyzing a content of said dialog; and  
modifying an outbound response to said browser, based on said analyzing.

25. A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method of capturing dialog with a web server, said method comprising:

receiving a request from said web server to capture a dialog originating from a browser that submits an initial access request to said web server; and  
modifying a content of an information stream to and from said browser so that a request from said browser and a response returning to said browser are directed by way of said digital processing apparatus, thereby causing said digital processing apparatus to serve as an intermediary.

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26. The signal-bearing medium of claim 25, wherein a plurality of requests inbound to said web server and a plurality of responding outbound responses are directed to said digital processing apparatus.

27. The signal-bearing medium of claim 25, wherein said program of machine-readable instructions comprises at least one of:

- an inbound request filtering module to filter requests received from said browser;

- an inbound modification module to modify said inbound requests from said browser;

- an outbound response filtering module to filter responses being sent back to said browser; and

- an outbound modification module to modify said responses being sent back to said browser.

28. The signal-bearing medium of claim 27, wherein inbound modification module and said outbound modification module respectively modify inbound requests and outbound responses so that a response thereto will be sent to said digital processing apparatus serving as said intermediary.

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29. A method of providing a service for at least one of monitoring a web site, measuring an effectiveness of said web site and improving said web site effectiveness, said method comprising at least one of:

- operating an intermediary web service to capture a dialog with said web site, wherein said dialog is captured when an initial access request from a browser is received by said web site and subsequent dialog between said web site and said browser is directed through said intermediary web service;

- operating a web site that requests said intermediary web service to capture said dialog;

- analyzing information in said dialog captured by said intermediary web service;

- designing a computer program module to be incorporated in said intermediary web service for said dialog capturing;

- designing a computer program module to be used in said analyzing; and

- designing a modification to said web site as based on said analyzing.

30. A system for capturing a dialog with a web server, said system comprising:

- means of receiving, from a browser, an initial access request to said web server;

- means of capturing a dialog between said browser and said web server based on said initial access request, wherein said capturing includes capturing an

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inbound request from said browser and an outbound response from said web server in response to said inbound request.

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